

FOCUS

R. J. Reynolds Tobacco Company
4th Qtr, '96 FORSYTH PROMOTION

Account: *MIDDLESEX TOBACCO. Acct #423360*

Brand Promotion		Focus .10 off VPR	
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Display Packing

8 ctns any style Focus @ .10 off per pk
\$1.00 per carton off invoice
(with preprinted .10 off stickers attached
to each pack)

Allocation (cs)

1 Focus NFK
1 Focus FFK
1 Focus FF100
1 Focus LTK ✓
1 Focus LT100
1 Focus ULK ✓
1 Focus UL100
1 Focus FFMK ✓
1 Focus FFM100
1 Focus LTMK ✓
1 Focus LTM100

*Ordered
11 cases
5:30 PM 11/6
F/D&L 11/18*

Displays

Minimum 75 (may go over 75)
Will receive check for:
50.00 - 1st Prize To Middlesex Tobacco
Sales People
40.00 - 2nd Prize } W/Most ctns Sold!
30.00 - 3rd prize
20.00 - 4th prize

*\$140.00
REQUESTED 12/3/96
(ATTACHED)*

Date Product Recvd

11/18/96

Display Assembly

Place .10 VPR sticker on ea. pack

Send out a "Focus" display with each
order (if account does not already have
one).

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4th Qtr Focus .10 off pk Promotion

- 8 ctn (minimum) display of any style Focus .10 off stickered product (may sell more than 8 ctns)
- \$1.00 off invoice to retailer for each stickered carton purchased
- Middlesex Tobacco Sales People Contest - most cartons sold (minimum 75 total displays must be sold to qualify)
 - \$50.00 1st prize
 - \$40.00 2nd prize
 - \$30.00 3rd prize
 - \$20.00 4th prize
- # Displays sold _____ (Minimum 5)
- # Cartons sold _____ Salesman _____

*Please turn in this form and prebook forms when all accounts
have been contacted.*

4th Qtr

“Focus” .10 off Pack Promotion

prebook form

(Available exclusively at Middlesex Tobacco)

Date _____

Account _____ Acct.# _____

Address _____

Retailer Signature _____

Retailer Name (Print) _____

Sales Rep _____

_____ Ctns Non Filter King	stickered .10 off per pk
_____ Ctns Full Flavor King	“
_____ Ctns Full Flavor 100s	“
_____ Ctns Light King	“
_____ Ctns Light 100s	“
_____ Ctns Ultra Light King	“
_____ Ctns Ultra Light 100s	“
_____ Ctns Full Flavor Menthol King	“
_____ Ctns Full Flavor Menthol 100s	“
_____ Ctns Light Menthol King	“
_____ Ctns Light Menthol 100s	“
_____ “Focus” Pack Display (80 pack)	
_____ “Focus” Pack/Carton Floor Display (90 carton)	

\$1.00 per carton off invoice!

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